

Workplan Logistics

I. Selling/Execution Detail

Month: May
 Promotion: CAMEL Buy 4 Get 1 Free
 Promotion #: 800332
 Item #: 541400 CAMEL B4G1F Sleeve Kit, 541430- CAMEL B4G1F Display/POS Kit
 Segment: Cigarette/Tobacco Stores - Pack
 SKU Quantity: 40 Sleeves/SKU (20 Lights Box and 20 Filter Box)
 Placement/MSA Reporting: CAM MAY B4G1F
 Reporting Dates: 5/4 - 7/17/98
 Promotion Details: 1) Promotion Description: Buy 4 Packs Get 1 Free "Presleeved" in Winston-Salem. Direct account required to place "presleeved" units in promotional sleeves and ship to retail. Each CTS to receive 3 SKUs of 40 offers.
 2) Materials Description: B4G1F Sleeve Kit includes 40 5-pack units. Display/POS Kit includes Floor Base Display with Riser Card and detachable "Beast" standee, 2 Large Pastors.
 3) Recommended Displays: #541430 Display/POS Kit (holds 54 offers)
 Pricing Details: - Invoice Description: CAM B4G1F
 - Pricing: Regular list price
 - Terms: Standard 3.25% on live product. Handling allowance 3.25% on free product. 1.4% EFT.
 - Additional Allowance: State tax for free product.
 Promotional Packaging UPC: 12300-23891
 Product UPC: CAMEL Lights Box - 23596
CAMEL Filter Box - 23595
 VAP Payment Per 6M Case: 1) Pack Only: \$3.80 per promoted 6M case (\$2.54 per SKU of 40)
 2) Pack and Ship: \$5.60 per promoted 6M case (\$3.74 per SKU of 40)

II. Promotion Timing

Allocations Available: 2/2/98
 Model Available: 2/23/98
 Allocation Adjustments to Model: 2/23 - 3/20/98
 Templates Available: 3/23/98
 Valued-Added Transfer Deadline: 3/27/98
 First Order Date: 3/30/98
 First Ship Date to Direct Accounts: 4/20/98
 VAP/Delivery Date to Retail Accounts: 5/18/98
 Last Delivery Date to Direct Accounts: 5/29/98
 Roll Remaining Allocations to National/Clean-Up: 6/1 - 6/5/98

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